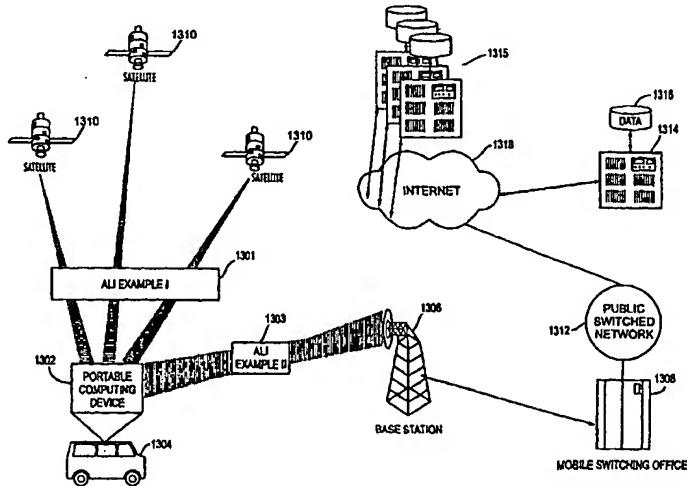




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification <sup>7</sup> :  G01C 21/26, H04L 29/08	A1	(11) International Publication Number: <b>WO 00/50844</b>  (43) International Publication Date: 31 August 2000 (31.08.00)
(21) International Application Number: PCT/US00/03835		(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
(22) International Filing Date: 14 February 2000 (14.02.00)		
(30) Priority Data: 09/257,462 25 February 1999 (25.02.99) US		
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## (54) Title: INTERNET BASED GEOGRAPHIC LOCATION REFERENCING SYSTEM AND METHOD



## (57) Abstract

A system and method for automatically providing services over a computer network, such as the Internet, for users in a mobile environment based on their geographic location. An application program is installed on a client computer system that prompts the user to input information. The application program builds a data packet comprising location information and user information. The client computer system connects with a server coupled to a computer network and transmits the electronic data packet to the server. The information in the data packet is used to formulate a database query, the result of which is an address (URL) of a particular enhanced server that matches the client's request. The URL is transmitted to the client. The client computer system launches a web browser and connects to the enhanced server. Upon connection relevant data customized for the client's location is automatically displayed without additional input from the user.